

What is claimed is:

1. A solid fabric softening component comprising
- 5      a) a clay;
- b) at least 5% of a surfactant system;
- c) at least 15% by weight of a solid carrier material;
- d) a flocculating agent.
- 10      2. A component according to claim 1 whereby the clay and flocculating are in an intimate mixture with one another.
3. A component according to claim 1 or 2 whereby the clay, flocculating agent, surfactant system and carrier material are in an intimate mixture with one another.
- 15      4. A component according to any preceding claim wherein the carrier material comprises an aluminosilicate builder and/or a phosphate salt builder, which is preferably present at a level of from 15% to 60% by weight of the component.
- 20      5. A component according to any preceding claim wherein the carrier material comprises an inorganic carbonate salt which is preferably present at a level of from 10% to 60% by weight of the component.
- 25      6. A component according to any preceding claim wherein the surfactant system is present at a level of from 10% to 70% by weight and comprises at least an anionic sulphonate surfactant or an anionic sulphate surfactant.
- 30      7. A component according to any preceding claim a nonionic surfactant system comprising, preferably comprising at least one alkoxylated alcohol surfactant, preferably at least two alkoxylated alcohol surfactants.

8. A composition according to any preceding claim wherein a flocculating agent comprises a polyethylene oxide of an average molecular weight from 150,000 to 3,000,000.
- 5 9. A composition according to any preceding claim wherein the clay is present at a level of from 5% to 60% by weight, preferably comprising a smectite clay.
- 10 10. A component according to any preceding claim comprising at least 0.1% by weight of a brightener.
- 11 11. A component according to any preceding claim in the form of a spray-dried particle, agglomerate or extrudate.
- 12 12. A component according to any preceding claim comprising at least 5% by weight of water.
- 13 13. A component according to any preceding claim comprising a fabric care agent selected from the group comprising soil release polymers, cellulosic polymer, dye transfer inhibitors, cationic softeners, or mixtures thereof.
- 14 14. A component according to any preceding claim comprising a carbonate salt and a water-swallowable disintegrant or an acidic compound capable of reacting with a carbonate to produce effervescence, preferably being a carboxylic acid, or mixtures thereof.
- 15 15. A component according to any preceding claim comprising a mixture of clays.
- 16 16. A component according to any preceding claim whereby the clay, flocculating agent, surfactant system and carrier material are in an intimate mixture with one another.
- 17 17. A process for making the component according to any preceding claim comprising the steps of first mixing the clay and the flocculating agent to form an intimate mixture

